Chapter 4 questions

1. Johnson & Johnson has a one-page “credo” that outlines their commitment and responsibilities to its various stakeholders. This credo helps create a(n) \_\_\_\_\_\_\_\_\_.
	1. planning phase
	2. ethical climate
	3. deceptive advertisement
	4. corporate social responsibility
2. What happens during the control phase?
	1. Marketers include ethical statements in the firm’s mission or vision statements.
	2. While making decisions on potential markets, firms consider ethical issues they may encounter.
	3. Ethical mission statements guide a firm’s SWOT analysis.
	4. Managers are evaluated on their actions from an ethical perspective.
3. During which phase is ethics introduced
4. Implementation Phase
5. Planning Phase
6. Structuring Phase
7. Control Phase
8. When companies embrace CSR, who do they appeal to
9. Stakeholders
10. Shareholders
11. A & B
12. None of the above
13. What are the 4 steps to making an Ethical Decision in **order**
14. 1. Brainstorm Alternatives 2. Choose a Course of Action 3. Identify Issue 4. Gather information and Identify Stakeholders
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18. What novel paved the way for corporate social responsibility
19. *The Jungle*
20. *Good to Great*
21. *The Innovator’s Dilemma*
22. *Reengineering the Corporation*
23. Which of the following is a key issue of ethics?
	1. Know your values
	2. Keep your incentive
	3. Avoid pressure
	4. All the above
24. Which of the following is true of peer leadership?
	1. It is the main portion of ethics
	2. It is a way to meet new friends
	3. It is usually relationship based
	4. It always leads to a better sales strategy
25. Marketing’s impact on society today involves
	1. Lying to customers
	2. Practicing good ethics all the time
	3. Creating a choice for a customer
	4. Creates false wants and needs
26. What is the triple bottom line?
27. People Profit Planet
28. What managers use to measure marketing effectiveness
29. A strategy used to market to other countries
30. A new way to understand international ethical policies
31. Which of the following is important to know about incentives and pressure?
	1. It leads to incremental change in a business
	2. It is what drives shareholder ethics
	3. It is part of peer leadership
	4. It does not change personal responsibility
32. Which of the following is true about asking questions?
	1. It is important to ask yourself questions before each business deal
	2. It is part of the good habits of ethics
	3. It takes away from other time that could be spent on monitoring ethics
	4. All the above
33. High pressure selling is part of…
	1. The ethical criticisms of marketing
	2. The moral argument of marketing
	3. A and b
	4. The way every business does marketing
34. Ethics and Social responsibility includes
	1. doing whats right when people are watching
	2. doing whats right to make a profit
	3. political and legal factors
	4. only legal factors
35. a main part of controlling ethics in your business is a

a employee handbook

b. stern punishment

c. being a good leader

d. having a standard code of ethics for the business

1. High prices is a component of which of the following?
	1. The ethical criticisms of marketing
	2. Good habits
	3. Key ethical issues
	4. All the above
2. Proportionality includes what key part
	1. Skills and decision making
	2. Love and hate
	3. Intentions
	4. Knowing values
3. Another important aspect of keeping a company within ethical standards is
	1. A trained CEO to run the company
	2. A good reporting system for misconduct
	3. A fair punishment for all violators
	4. B and c
4. Which of the following is classified as ethical misconduct
	1. Commenting on a co worker’s personal life
	2. Showing up to work late
	3. Accidental misrepresentation of an accounting report
	4. Corruption within the company
5. Proportionality is necessary in order to
	1. Understand the global standards for business ethics
	2. A fair punishment for most employees
	3. a understanding of employee’s feelings
	4. analyze ethical dilemmas

answers

1. b.
2. d
3. b
4. c
5. c
6. a
7. a
8. c
9. d
10. a
11. d
12. b
13. a
14. c
15. d
16. a
17. c
18. b
19. d
20. d